

IFW

# IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## POWER OF ATTORNEY

Docket No.

275-3119-U

Name of Applicant: **BEHR PROCESS CORPORATION**

Address of Applicant: **3400 W. Segerstrom Avenue  
Santa Ana, California 92704**

Title: **METHOD AND SYSTEM FOR ARRANGING A PAINT COLOR DISPLAY**

Serial No., if Any: **10/748,953**

Filed: **December 30, 2003**

TO THE COMMISSIONER FOR PATENTS

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Honorable Sir:

I hereby appoint:

**Leon E. Redman, Reg. No. 26,021**

**Lloyd D. Doigan, Reg. No. 30,170**

**Nirav D. Parikh, Reg. No. 46,394**

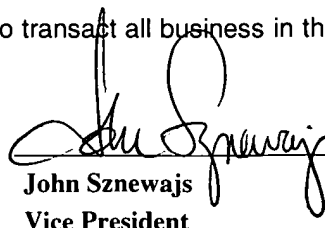
**Edgar A. Zarins, Reg. No. 30,986**

as principal attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Please direct all future correspondence to:

**Leon E. Redman  
Masco Corporation  
21001 Van Born Road  
Taylor, Michigan 48180  
(313)792-6312  
Fax: (313)792-6797**

By:

  
**John Sznawajs  
Vice President**

Dated: 6/24/08



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Behr Process CorporationApplication No./Patent No.: 10/748,953Filed/Issue Date: December 30, 2003Entitled: **METHOD AND SYSTEM FOR ARRANGING A PAINT COLOR DISPLAY**Behr Process Corporation, a California corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 015319, Frame 0847, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the United States Patent and Trademark Office at  
Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

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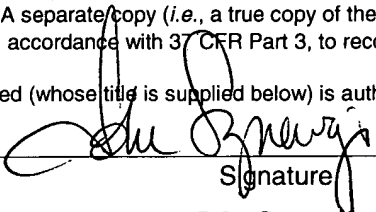
3. From: \_\_\_\_\_ To: \_\_\_\_\_  
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☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

  
\_\_\_\_\_  
Signature

John Sznewajs

Printed or Typed Name

Vice President

Title

6/24/08

Date

313-792-6044

Telephone number

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

NOVEMBER 03, 2004

PTAS



\*102745307A\*

SNELL & WILMER LLP  
ALBIN H. GESS, ESQ.  
1920 MAIN STREET, SUITE 1200  
IRVINE, CA 92614

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 05/11/2004

REEL/FRAME: 015319/0847  
NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:  
RICE, MARY ROSE

DOC DATE: 01/09/2004

ASSIGNEE:  
BEHR PROCESS CORPORATION  
3400 W. SEGERSTROM AVENUE  
SANTA ANA, CALIFORNIA 92704

SERIAL NUMBER: 10748953

FILING DATE: 12/30/2003

PATENT NUMBER:

ISSUE DATE:

TITLE: METHOD AND SYSTEM FOR ARRANGING A PAINT COLOR DISPLAY

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SNELL & WILMER

015319/0847 PAGE 2

DOROTHY RILEY, PARALEGAL  
ASSIGNMENT DIVISION  
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05-14-2004

Docket No.: 14177-1600

ET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

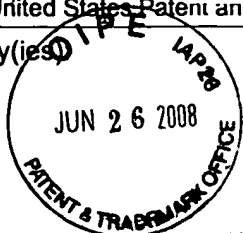


102745307

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To the Director of the United States Patent and Trademark Office: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies)  
Mary Rose Rice



Additional names(s) of conveying party(ies)

☐ Yes ☒ No

3. Nature of conveyance:

☒ Assignment

☐ Merger

☐ Security Agreement

☐ Change of Name

☐ Other

Execution Date: Jan. 9, 2004

2. Name and address of receiving party(ies):

Name: Behr Process Corporation

Internal Address:

Street Address: 3400 W. Segerstrom Avenue

City: Santa Ana

State: CA

ZIP: 92704

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or patent numbers(s):

If this document is being filed together with a new application, the execution date of the application is: Jan. 8, 2004

A. Patent Application No.(s)

10/748,953

B. Patent No.(s)

Additional numbers attached? ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Albin H. Gess, Esq.

Internal Address: SNELL & WILMER LLP

05/13/2004 LWELLER 00000131 192814 10748953

01 FD:8021

40.00 DA

Street Address: 1920 Main Street, Suite 1200

City: Irvine

State: CA

ZIP: 92614

6. Total number of applications and patents involved:

1

7. Total fee (37 CFR 3.41):.....\$ 40.00

☐ Enclosed - Any excess or insufficiency should be credited or debited to deposit account

☒ Authorized to be charged to deposit account

8. Deposit account number:

19-2814

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Julio Loza, Reg. No. 47,758

Name of Person Signing

Signature

May 7, 2004

Date

Total number of pages including cover sheet, attachments, and document:

4

## **ASSIGNMENT**

In consideration of good and valuable consideration, the receipt of which is hereby acknowledged, I, the undersigned:

**Mary Rose Rice**, citizen of the United States, and residing at 10 Fern Canyon, Laguna Niguel, CA 92677,

hereby sell, assign, and transfer to:

### **BEHR PROCESS CORPORATION**

a Corporation of California, having a principal place of business at 3400 W. Segerstrom Avenue, Santa Ana, CA 92704 ("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions and improvements that are disclosed in the application for the United States patent that has been executed by the undersigned prior hereto or concurrently herewith on the dates indicated below and is entitled:

### **METHOD AND SYSTEM FOR ARRANGING A PAINT COLOR DISPLAY**

and in and to said application and all design, utility, divisional, continuing, continuation-in-part, substitute, renewal, reissue, and all other patent applications that have been or shall be filed in the United States and all foreign countries of any of said inventions and improvements; and in and to all original and reissued patents that have been or shall be issued in the United States and all foreign countries on said inventions and improvements; and in and to all rights of priority resulting from the filing of said United States application; and in all rights of priority under the International Convention for the Protection of Industrial Property for every country in the Union; agree that said Assignee may apply for and receive a patent or patents for said inventions and improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all design, utility, divisional, continuing, continuation-in-part, substitute, renewal, reissue, and all other patent applications on any and all said inventions and improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and legal

representatives all facts known to the undersigned relating to said inventions and improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or legal representatives in securing and maintaining proper patent protection for said inventions and improvements and for vesting title to said inventions and improvements, and all applications for patents and all patents on said improvements, in said Assignee, its successors, assigns, and legal representatives; and covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been nor will be made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

**Each Inventor: Please Sign and Date Below:**

Date: 1/9/04

Name: Mary Rose Rice  
Mary Rose Rice